



MARYLAND

Seat Pleasant

A Smart City of Excellence

Smart City Digital Transformation

“Seat Pleasant has embarked on a new and vibrant journey towards becoming a much more developed, diverse and smart city.”

— Mayor Eugene W. Grant, 2017 State of the City Address

STAGE 1

STAGE 2

ENGAGEMENT

EMPOWERMENT

Smart Cities use IBM’s Intelligent Operations Center (IOC) to create a digital transformation which integrates proven technologies with the financial, political, and social needs of the city to achieve centralized, real-time collaborative environments for planning, organizing, sharing and monitoring information across all of the cities departments. IOC is the smart choice.

- Clear communication between city leaders and citizens through the use of mobile applications.
- Mobile applications provide residents the ability to access key city information such as; notifications, a library of city documents, city codes, a city directory, garbage & recycling and snow removal schedules, job listings, assessment and taxation data (SDAT, MBE), census data, Real Estate data, online payments, and event listings.

- Engage the community and recognize that all segments of the community are vital parts of building an inclusive, innovative and just city.
- Empower citizens to take an active role in improving their city by providing an avenue to submit service requests to all city departments.
- Increase citizen’s confidence in the government by providing transparency into operations.

- Host and sponsor workshops and seminars to help keep merchants aware of how a Smart City and access to data can help their businesses grow.
- Encourage vibrant engagement between businesses and store patrons through the use of proximity based advertising, and mobile push marketing and promotional campaigns.



MAYOR

- Fourth term making him the longest serving mayor in Seat Pleasant history
- Leads with a results-oriented approach to deliver better, faster and more personalized City services to its citizens

Eugene W. Grant

Goal: To make Seat Pleasant the first Smart City in the State of Maryland by 2017



PUBLIC ENG.

- Strives to create and facilitate programs and services that assist in the engagement, education and empowerment for residence within the City of Seat Pleasant

Sharron Lipfod

Goal: Provide interactions that are smart, transformative, inclusive, diverse and open

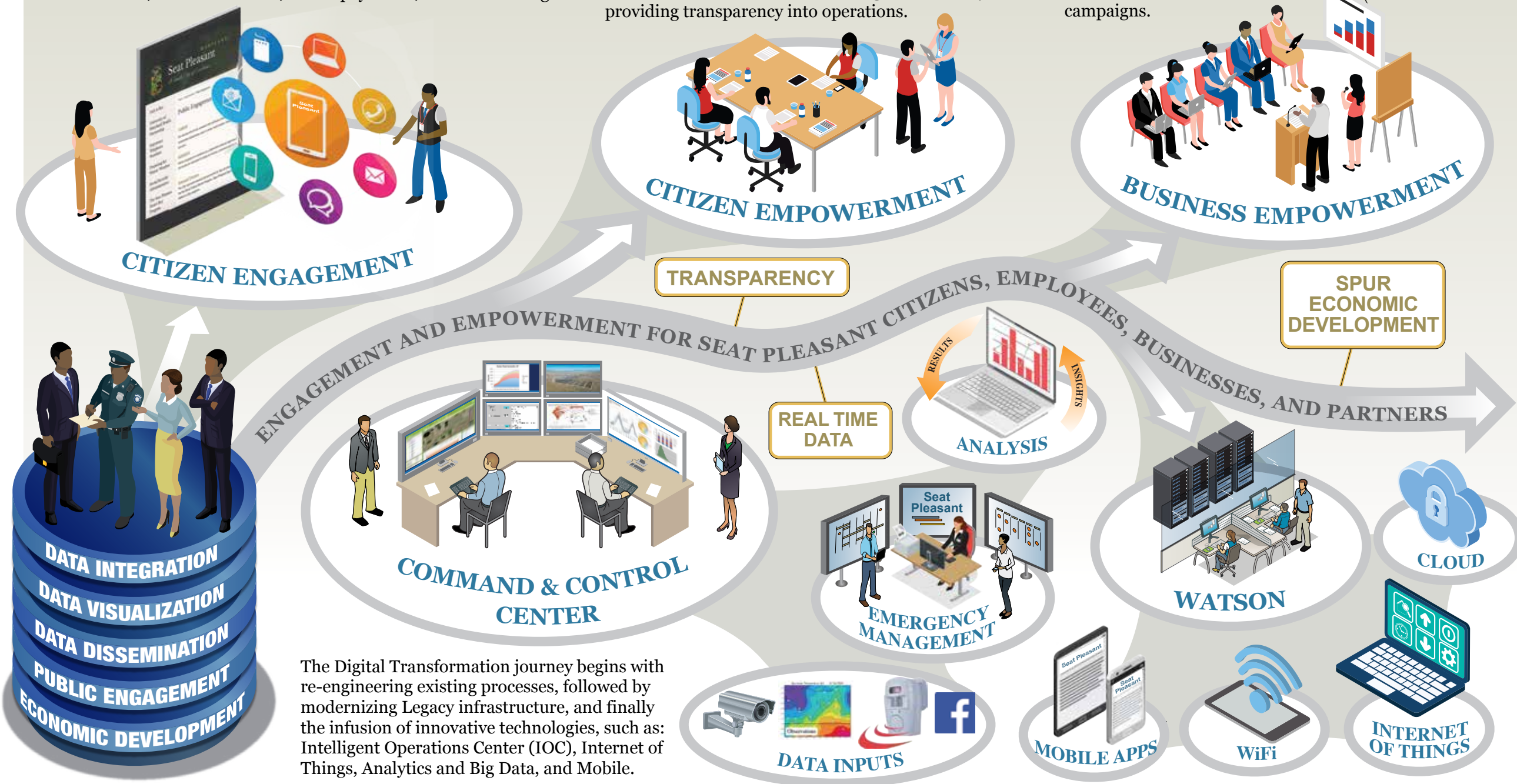


ECONOMIC DEV.

- Providing services for business placement, retention, expansion, and recruitment for the City of Seat Pleasant
- Creating a marketing strategy for the City using new technologies

Weyimi Ayu

Goal: To host a variety of workshops and seminars to help City businesses grow



The Digital Transformation journey begins with re-engineering existing processes, followed by modernizing Legacy infrastructure, and finally the infusion of innovative technologies, such as: Intelligent Operations Center (IOC), Internet of Things, Analytics and Big Data, and Mobile.

IBM CAPABILITIES

